

**BEFORE  
THE PUBLIC UTILITIES COMMISSION OF OHIO**

In the Matter of the Application of Ohio :  
Edison Company, The Cleveland electric : Case Nos. 12-2190-EL-POR  
Illuminating Company, and The Toledo : 12-2191-EL-POR  
Edison Company for Approval of Their : 12-2192-EL-POR  
Energy Efficiency and Peak Demand :  
Reduction Program Portfolio Plans for :  
2013 to 2015. :

---

**OBJECTIONS  
SUBMITTED ON BEHALF OF THE STAFF OF  
THE PUBLIC UTILITIES COMMISSION OF OHIO**

---

Pursuant to Rule 4901:1-39-04(D), O.A.C., the Staff of the Public Utilities Commission of Ohio (“Staff”) respectfully submits the following objections to Ohio Edison Company’s, The Cleveland Electric Illuminating Company’s, and The Toledo Edison Company’s (collectively, “FirstEnergy” or “Companies”) energy efficiency and peak demand reduction portfolio filing of July 31, 2012. These objections are based upon the information currently available to Staff. Because Staff is still performing its investigation in this matter, Staff reserves the right to modify, amend, or withdraw these objections at a later time if necessary.

---

1. The Companies did not develop their current programs based on direct input from their retail distribution C&I customers that have either participated or withdrawn from the Companies’ current prescriptive programs. The Companies should have surveyed both participating and non-participating EE customers to receive customer input and make appropriate changes to the Companies’ proposed programs based upon this input.
2. With regards to the timeline for when C&I customers actually receive their rebates, the Companies do not have definite deadlines. The Companies need to establish definite deadlines for when

customers' applications for C&I rebates should be received by the Companies and definite deadlines for when the Companies have to deliver rebates to customers after completed applications are received.

3. The Companies need to have an incentive and/or penalty mechanism for those commercial and industrial customers who elect to have an audit performed. In addition, the Companies or their representative contractors should stay in close contact with customers who have had audits performed and follow up with these customers soon after the audits are completed.
4. The EE budgets for the Ohio Edison Company's and the Illuminating Company's C&I EE Equipment Program - Large Customers are not proportional to the amount budgeted to be spent in the Toledo Edison's service territory relative to the Mwh consumed in this category.
5. Information regarding EE applications and rebates is not easy to locate on the Companies' website. This may deter customer participation. The Companies should make their website more "user friendly" with respect to finding information on their EE programs and rebates.
6. The Companies should bid their capacity savings from their EE programs in the prior year and planned years into the PJM BRA and other appropriate PJM incremental auctions. Capacity revenues received from the EE programs in the PJM auctions should be credited toward the appropriate energy efficiency riders.

---

Respectfully Submitted,

**Michael DeWine**  
Attorney General

**William L. Wright**, Section Chief  
Public Utilities Section

*/s/ Devin D. Parram* \_\_\_\_\_

**Devin D. Parram**  
Assistant Attorney General

Public Utilities Section  
180 East Broad Street, 6<sup>th</sup> Fl.  
Columbus, Ohio 43215  
614.644.8599 (telephone)  
614.644.8764 (fax)  
[devin.parram@puc.state.oh.us](mailto:devin.parram@puc.state.oh.us)

## CERTIFICATE OF SERVICE

I hereby certify that a true copy of the forgoing Objections submitted on by the Staff of the Public Utilities Commission of Ohio was served via electronic mail upon the following parties of record, this 17th day of September, 2012.

*/s/ Devin D. Parram*

**Devin D. Parram**  
Assistant Attorney General

### Parties of Record:

Kathy J. Kolich  
Carrie M. Dunn  
FirstEnergy Corp.  
76 South Main Street  
Akron, OH 44308  
[kjkolich@firstenergycor.com](mailto:kjkolich@firstenergycor.com)  
[cdunn@firstenergycor.com](mailto:cdunn@firstenergycor.com)

Cathryn N. Loucas  
Trent A. Dougherty  
Ohio Environmental Council  
1207 Grandview Avenue, Suite 201  
Columbus, Ohio 43212-3449  
[cathy@theoec.org](mailto:cathy@theoec.org)  
[trent@theOEC.org](mailto:trent@theOEC.org)

Kyle L. Kern  
Associate Consumers' Counsel  
Office of the Ohio Consumers' Counsel  
10 West Broad Street, Suite 1800  
Columbus, OH 43215-3485  
[kern@occ.state.oh.us](mailto:kern@occ.state.oh.us)

Todd M. Williams  
Williams Allwein and Moser, LLC  
Two Maritime Plaza, 3rd Floor  
Toledo, OH 43604  
[toddm@wamenergylaw.com](mailto:toddm@wamenergylaw.com)

Michael L. Kurtz  
Kurt J. Boehm  
Jody M. Kyler  
Boehm, Kurtz & Lowry  
36 East Seventh Street, Suite 1510  
Cincinnati, OH 45202  
[kboehm@BKLawfirm.com](mailto:kboehm@BKLawfirm.com)  
[mkurtz@BKLawfirm.com](mailto:mkurtz@BKLawfirm.com)  
[jkyler@BKLawfirm.com](mailto:jkyler@BKLawfirm.com)

David C. Rinebolt  
Colleen L. Mooney  
Ohio Partners for Affordable Energy  
231 West Lima Street  
P.O. Box 1793  
Findlay, OH 45839-1793

[allwein@occ.state.oh.us](mailto:allwein@occ.state.oh.us)

Justin M. Vickers  
Staff Attorney  
Environmental Law & Policy Center  
35 East Wacker Drive, Suite 1600  
Chicago, IL 60601  
[jvickers@elpc.org](mailto:jvickers@elpc.org)

[drinebolt@ohiopartners.org](mailto:drinebolt@ohiopartners.org)  
[cmooney2@columbus.rr.com](mailto:cmooney2@columbus.rr.com)

J. Thomas Siwo  
Thomas J. O'Brien  
Bricker & Eckler, LLP  
100 South Third Street  
Columbus, OH 43215-4291  
[tsiwo@bricker.com](mailto:tsiwo@bricker.com)  
[tobrien@bricker.com](mailto:tobrien@bricker.com)

**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**9/17/2012 3:56:09 PM**

**in**

**Case No(s). 12-2190-EL-POR**

Summary: Objection Objections submitted by Staff electronically filed by Mr. Devin D Parram on behalf of Staff of the PUCO